

Problem Statement Formulation

What is a Problem Statement?

A **problem statement** is a clear and focused description of the main issue affecting a system or process. It outlines:

- What the problem is
- Why it matters
- How it impacts the business
- What needs to be achieved to solve it

In the case of an Airline Management System built on Salesforce, it guides the design of features like ticket booking, flight scheduling, and customer service automation.

● Why It's Important in a Salesforce Project

Formulating a strong problem statement ensures that:

- The Salesforce implementation aligns with business goals.
- Teams focus on solving the right issue.
- Stakeholders are aligned on project priorities.
- Key metrics for success are defined early.

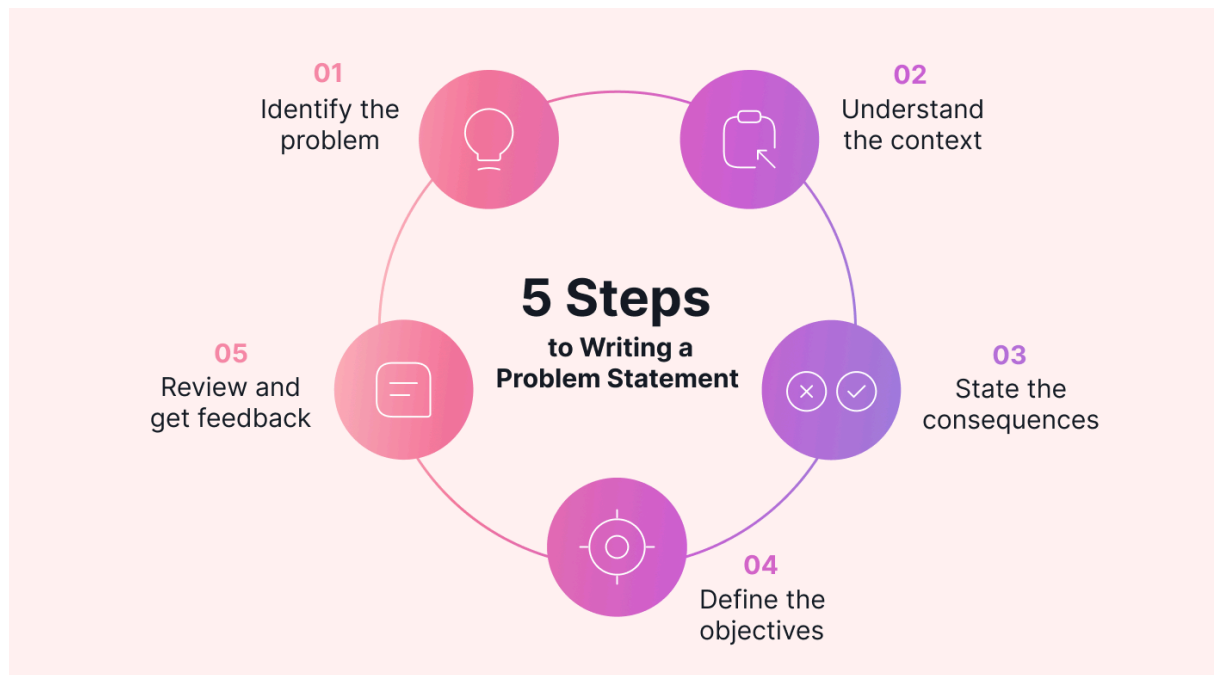


Example Problem Statement (Airline + Salesforce)

"The airline currently relies on manual processes for handling customer service cases and sending flight status updates. This leads to delays in passenger communication, increased complaints, and low customer satisfaction. We aim to use Salesforce Service Cloud and

Flow automation to streamline case handling, improve notification speed, and reduce support resolution time by 50%."

- Here's a step-by-step guide to Problem Statement Formulation for your Airline Management System on Salesforce, enriched with visuals to illustrate the process:



Step 1: Identify the Problem

- **Gather data**: Analyze booking cancellations, customer complaints, scheduling delays.
- **Clarify scope**: Are issues across the entire system or limited to ticketing or crew scheduling?

Step 2: Explain Context & Background

- **Salesforce lens**: Is current CRM scattered? Are agent dashboards outdated?

- **Business impact:** Note things like “20% of passenger inquiries go unanswered.”

Step 3: Define Consequences

- **Operational pain:** Lost revenue, staff overload, poor passenger experience.
- **Measure it:** e.g., “Average support resolution time is 48 hours—50% above SLA.”

Step 4: Set Objectives & Goals

- **What success looks like:** “Reduce resolution time to <24 hours,” or “Improve booking accuracy by 30%.”
- **Tie to Salesforce features:** e.g., Service Cloud console, automated Flows for ticket messaging.

Step 5: Craft Concise Problem Statement

- **Formula:** [Current problem] + [Impact] + [Desired outcome/metric]
- **Example:** “Our current Salesforce-based booking system lacks automated flight delay updates, leading to a 25% increase in passenger complaints and manual agent interventions. We aim to implement automated alert Flows to reduce notification time below 5 minutes and cut complaints by 50%.”

Step 6: Review & Iterate

- **Validate with stakeholders:** Airlines ops, agents, IT.
- **Check measurable:** Can the goal be tracked via dashboards?
- **Remove bias:** State the problem, not the solution.

Why This Matters

- Aligns team on specific pain points and measurable goals.
- Guides Salesforce implementation—pins down the right tools (Flows, Service Cloud, Notifications).
- Sets a baseline for tracking improvements post-launch.